

**SUMTER COUNTY BOARD OF COMMISSIONERS
EXECUTIVE SUMMARY**

SUBJECT: License Agreement for the use of The Villages logo on street signs for posting speed limits at various locations within The Villages

REQUESTED ACTION: Staff recommends approval

☐ Work Session (Report Only)
☒ Regular Meeting

DATE OF MEETING: 11/22/2011
☐ Special Meeting

CONTRACT: ☐ N/A

Effective Date: 11/22/2011
Managing Division / Dept.:

Vendor/Entity: _____
Termination Date: _____
Public Works

BUDGET IMPACT:

☒ Annual
☐ Capital
☒ N/A

FUNDING SOURCE: _____

EXPENDITURE ACCOUNT: _____

HISTORY/FACTS/ISSUES:

The attached License Agreement will allow the County to use The Villages logo on street signs for posting speed limits at the 12 locations listed below as described in Exhibit A.

1. C-466 West and CR 103
2. C-466 East
3. Panama Place
4. North Morse
5. El Camino
6. Buenos Aires at SR 441
7. Rio Grande
8. Buena Vista Blvd.
9. CR 462
10. C-466A West
11. C-466A
12. Buena Vista Blvd.

The signs will be installed beginning in January 2012.



Administration



November 14, 2011

Mr. Bradley Arnold
County Administrator, Sumter County
7375 Powell Road
Wildwood, FL 34785

Dear Brad:

Enclosed are two copies of a License Agreement for the use of The Villages logo on street signs for posting speed limits at 12 locations as identified in Exhibit A to the Agreement.

Once the BOCC has approved the Agreement, please return one copy to me for my files.

Sincerely,

Gary L. Moyer
Vice President, Development

GLM:dp
Enclosures

Copy To:

Commrs _____

Co Atty _____

Co Fin _____

Other _____

Pub Wks Div _____

Bldg & Dev Div _____

Admin Div _____

Com Svcs Div _____

Phone: 352-753-6790 • Fax: 352-753-6716

1020 Lake Sumter Landing, The Villages, Florida 32162-2699

www.TheVillages.com

LICENSE AGREEMENT

This LICENSE AGREEMENT ("Agreement") is made this _____ of _____, 2011, between **The Villages of Lake-Sumter, Inc.**, a Florida corporation ("Licensor"), and **Board of County Commissioners of Sumter County, Florida** ("Licensee"). Licensor owns the U.S. Trademark Registration No. 2,339,401 dated April 4, 2000, for the trademark as follows:

The Villages®

(the "Trademark").

IN CONSIDERATION of the mutual benefits and obligations set forth in this Agreement, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

Licensor grants to Licensee a nonexclusive, non-transferable license, without the right of sublicense, to use the Trademark for the sole and specific use as identified below.

Licensee and Licensor are separate and distinct entities and are neither partners, joint venturers nor agents of the other. Neither party is the legal representative of the other nor has the power to obligate, bind or act for the other in any manner. The prevailing party in any litigation, arbitration or mediation relating to this Agreement shall be entitled to recover its reasonable attorney fees from the other party for all matters, including but not limited to appeals.

This License is granted for the following sole and specific use on street signs not exceeding six inches (6") by twenty-four inches (24") limited to the locations listed on *Exhibit "A"*.

IN WITNESS WHEREOF, the parties have signed this Agreement as of the day and year first above written.

Licensee:

**BOARD OF COUNTY COMMISSIONERS
SUMTER COUNTY, FLORIDA**

Print Name: _____
Title: _____

Licensor:

THE VILLAGES OF LAKE-SUMTER, INC.


By: 
Print Name: GARY L. MOTYL
Title: VICE PRESIDENT - DEVELOPMENT

EXHIBIT "A"

1-C-466 West and CR 103. Just west of the Early Childhood Center. This will take two NEW poles. One for the median and one for the right side of the roadway.

2-C-466 East heading west coming into Sumter County right side of the roadway. Use existing 45 post need a bracket for the pole.

3-Panama Pl...just west of the golf cart path right side of the roadway, between house number 1303 and 1301. Install on a u post.

4-North Morse coming south from SR-441 right side of the roadway. On light pole need bracket.

5-El Camino east side of roundabout right side of roadway... attach to sign pole need bracket

6-Buenos Aires at SR-441 right side of roadway install on existing 35 mph u post

7-Rio Grande headed west from Lk County right side of roadway attach to existing 25 mph u post

8-Buena Vista Blvd coming from Marion County right side of roadway attach to existing 35 village post west to Talley Ridge Drive need bracket

9-CR-462 at Lynnhaven west side of Lynnhaven right side of the roadway attach on a existing village pole need bracket

10-C-466A West. East side of Sarasota coming out of the new admen building two new sign village post right side of roadway and median

11-C-466A East at Lk County line right side of roadway new village sign attach median sign to existing village pole

12-Buena Vista Blvd north of C-44A right side of roadway on existing villages pole

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**BOARD OF COUNTY COMMISSIONERS
SUMTER COUNTY, FLORIDA**

Print Name: _____
Title: _____

Licensor:

THE VILLAGES OF LAKE-SUMTER, INC.

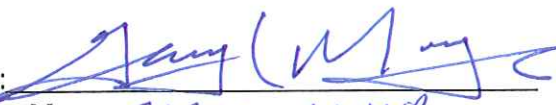
By: 
Print Name: GARY L MOYER
Title: VICE PRESIDENT - DEVELOPMENT

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